



Flickr – Ken Lund

Corona del Mar

Parking Management Program – Public Workshop

Presented by Brian Canepa, Nelson\Nygaard

October 29, 2013

Project Purpose

- Better understand parking behavior in Corona del Mar through comprehensive data analysis
- Collaborate with the community to establish shared understanding of key parking issues
- Maximize existing parking resources
- Make it convenient for residents, visitors, and employees to park
- Develop a cost-effective and actionable parking management program

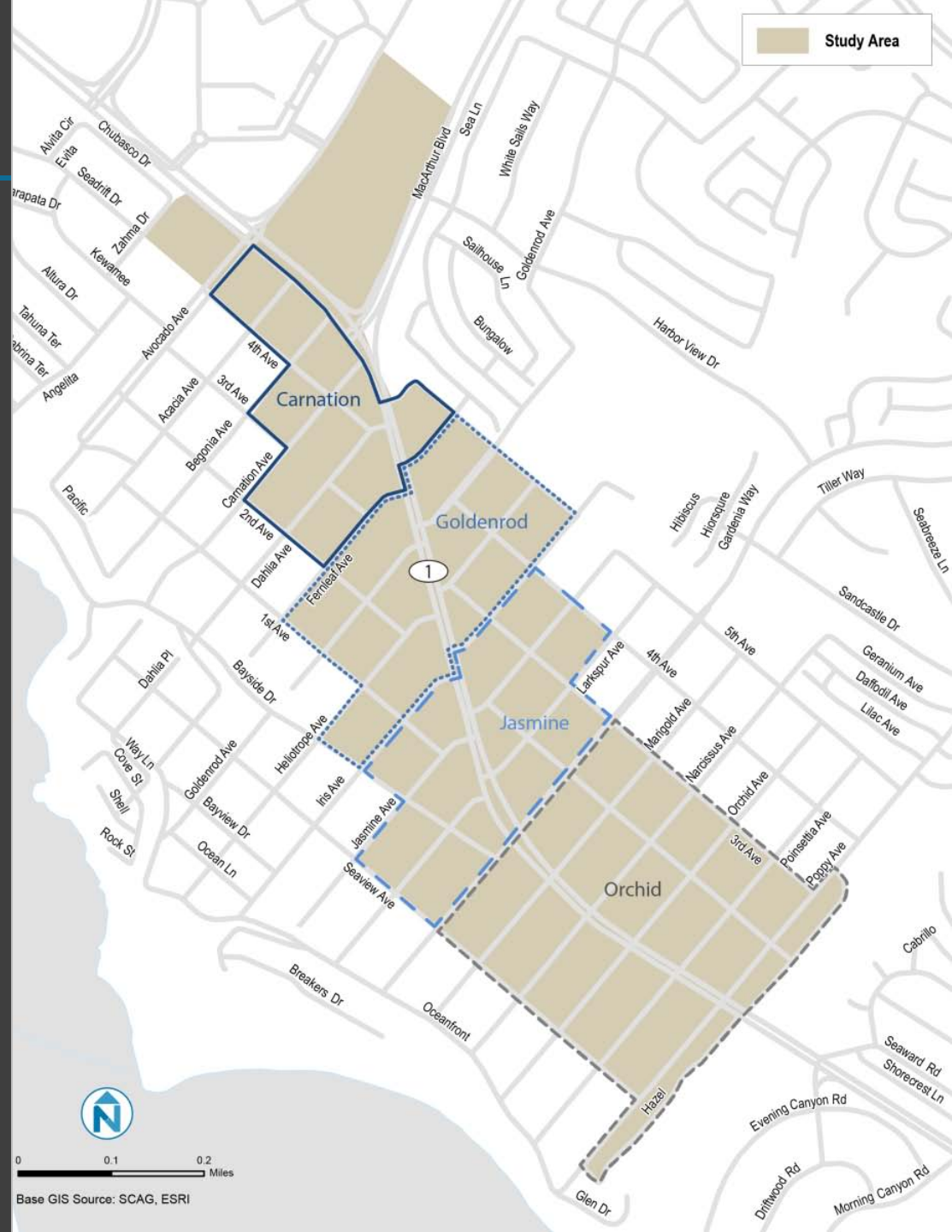
Meeting Agenda

- Project introduction and overview
- Overview of existing conditions
- Review of parking management best practices
- Q&A
- Small group discussion

EXISTING CONDITIONS ANALYSIS

Study Zone

- Follows alignment of East Coast Highway from Zahama Drive south to Hazel Drive
- Divided into four distinct zones to facilitate analysis
- Also evaluated CDM Plaza

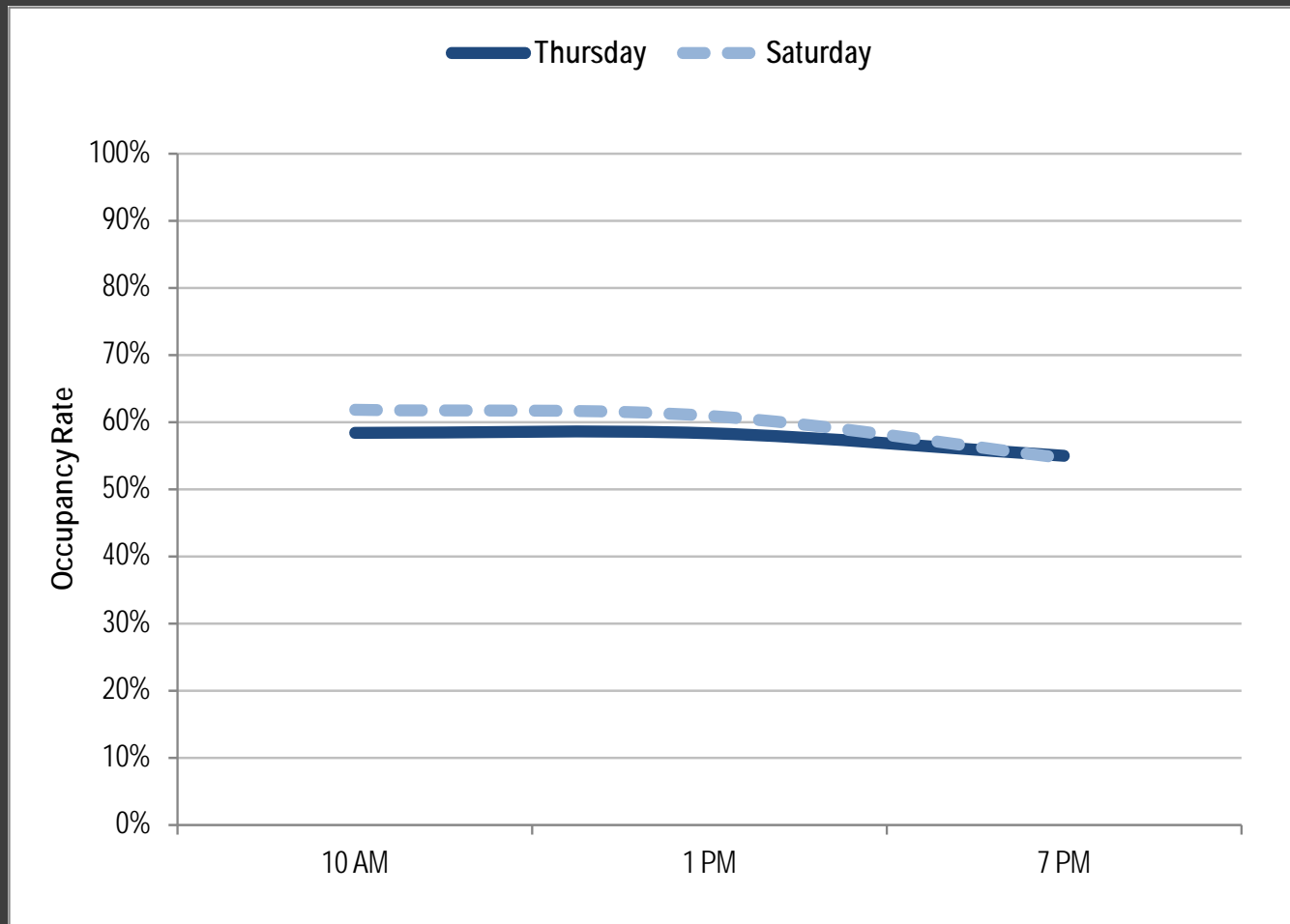


Parking Inventory

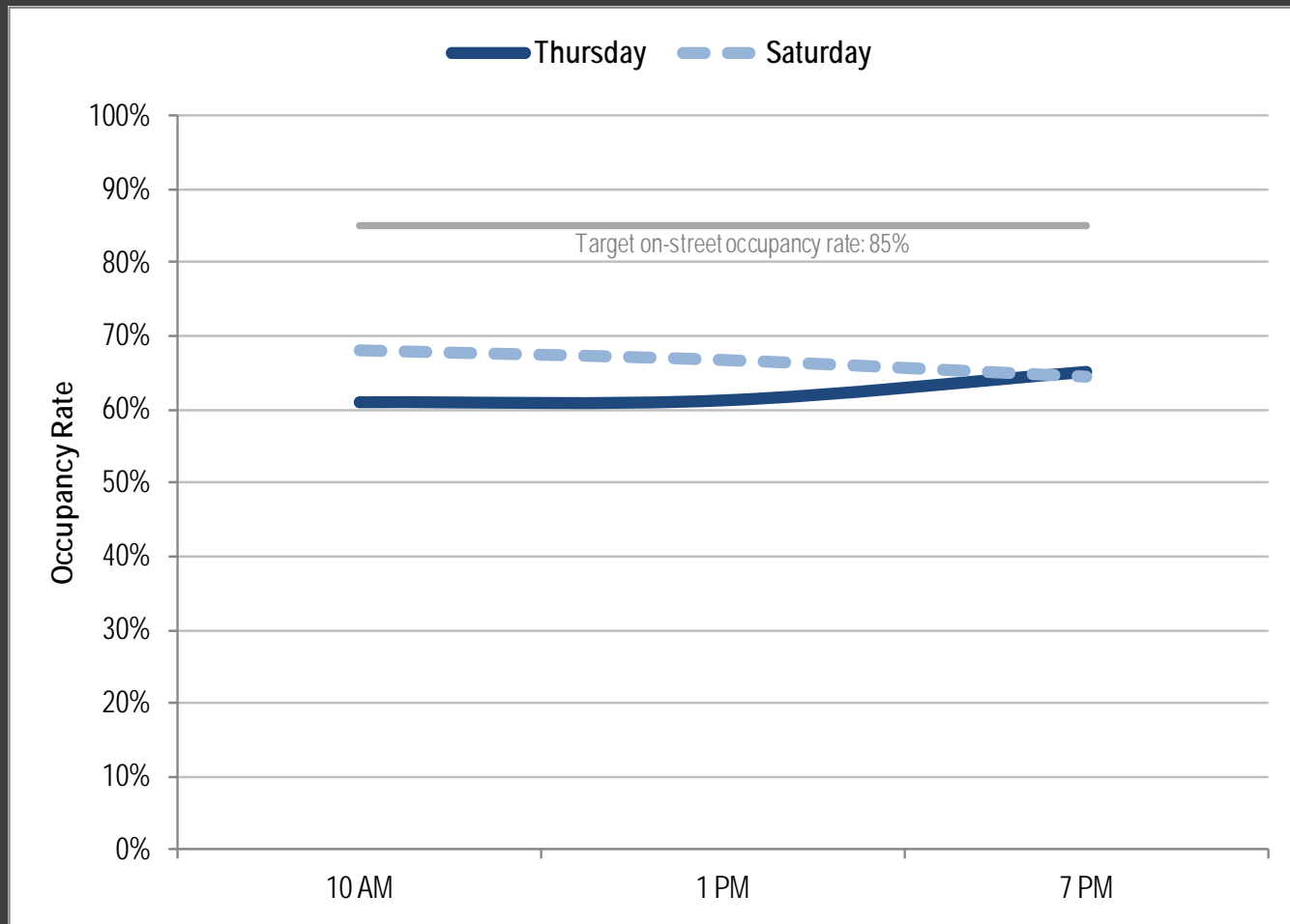
- On-street spaces = 49% of supply
- Off-street = 34% of supply
- CDM Plaza = 17% of supply
- 91% are unregulated and 98% are free

Location	Standard	Paid	1 Hour Limit	Total	% of Parking
On-Street	1,754	0	279	2,033	49%
	86%	0%	14%	100%	
Off-Street	1,347	85	0	1,432	34%
	94%	6%	0%	100%	
Corona del Mar Plaza	711	0	0	711	17%
	100%	0%	0%	100%	
Total	3,812	85	279	4,176	100%
	91%	2%	7%	100%	

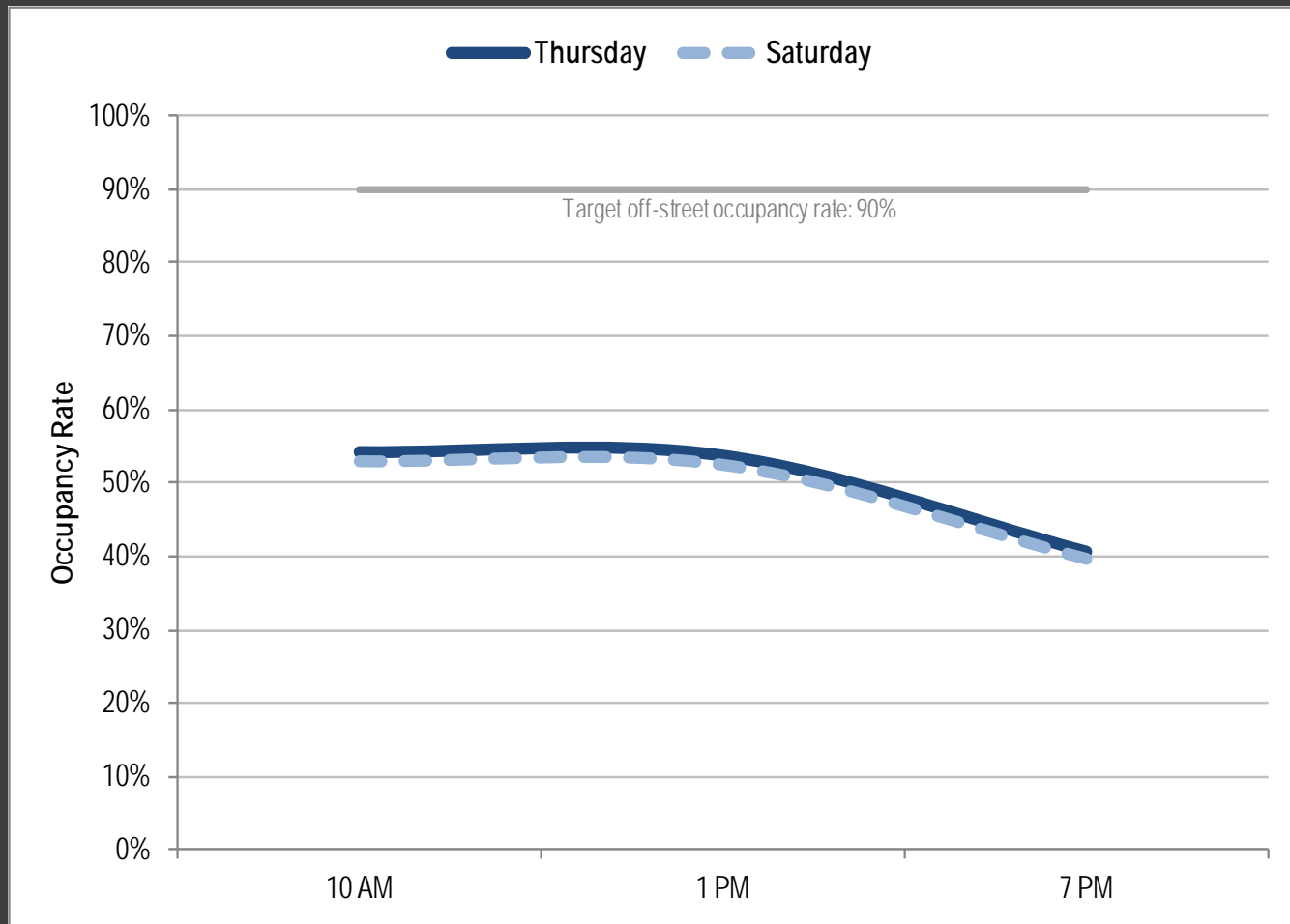
Parking Occupancy – Overall Study Area



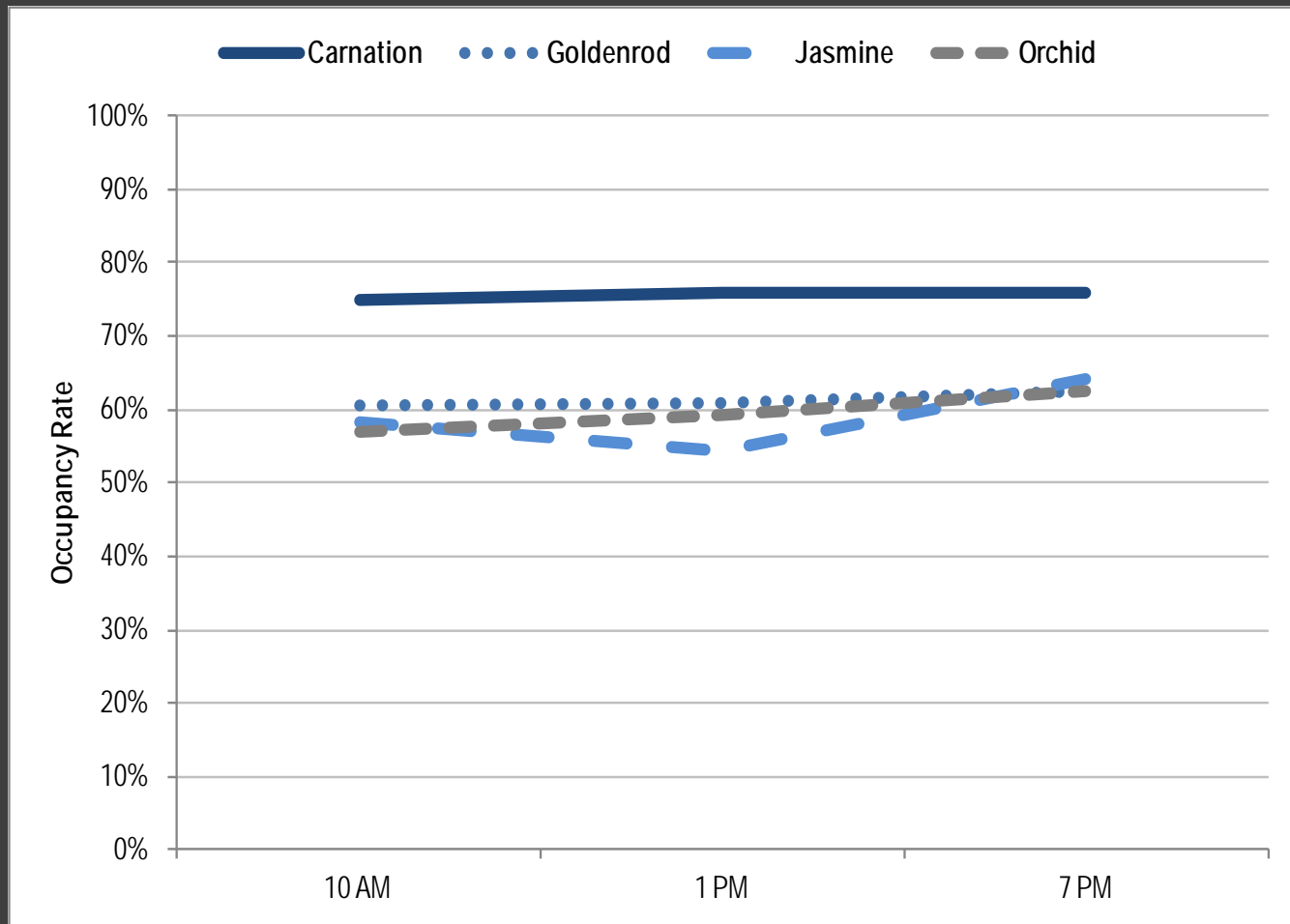
Parking Occupancy – On-street Parking



Parking Occupancy – Off-street Parking



Parking Occupancy – On-street by Zone, Thursday



Parking Occupancy – Saturday, 10 AM

- Peak-hour of demand – 62% occupied
- Pockets of high demand, mostly at northern end and adjacent to Highway 1 and near beach
- Less than 30% of block faces had occupancies at or above 85%
- Only 17% of off-street lots were at or above 90%



Parking Occupancy – Saturday, 1 PM

- CDM Plaza 96% occupied
- Higher demand on blocks closest to beach



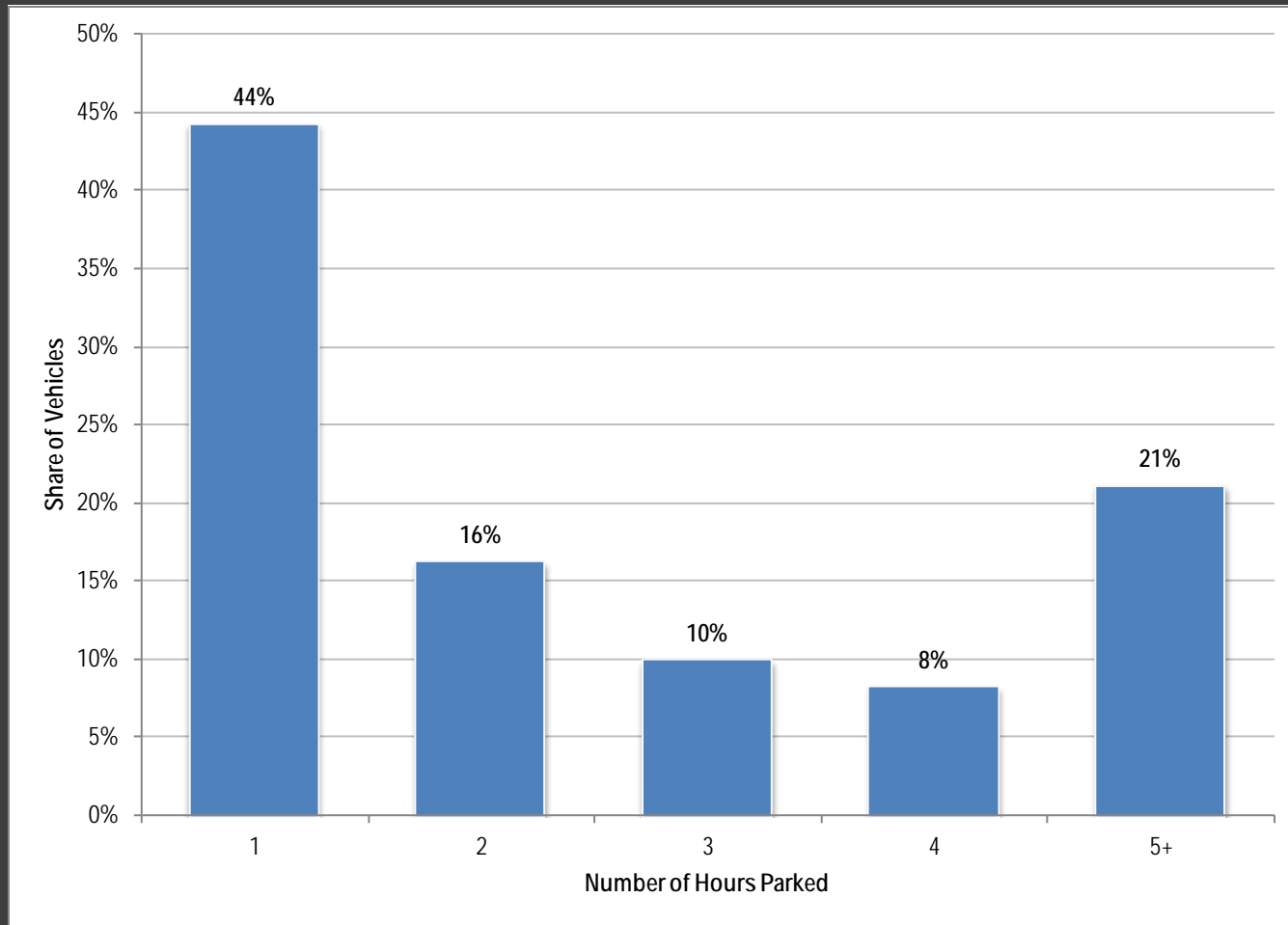
Parking Occupancy – Saturday, 7 PM

- High demand at north and south ends of study area
- Restaurant uses in high demand
 - Five Crowns
 - Side Door
 - The Crow Bar & Kitchen



Parking Duration

- 60% of vehicles park for less than 2 hours



ADDITIONAL PARKING ISSUES

Zoning Code

- Minimum parking requirements
- Limited flexibility for shared parking or changes in use
- Moratorium on in-lieu parking fee since 1989

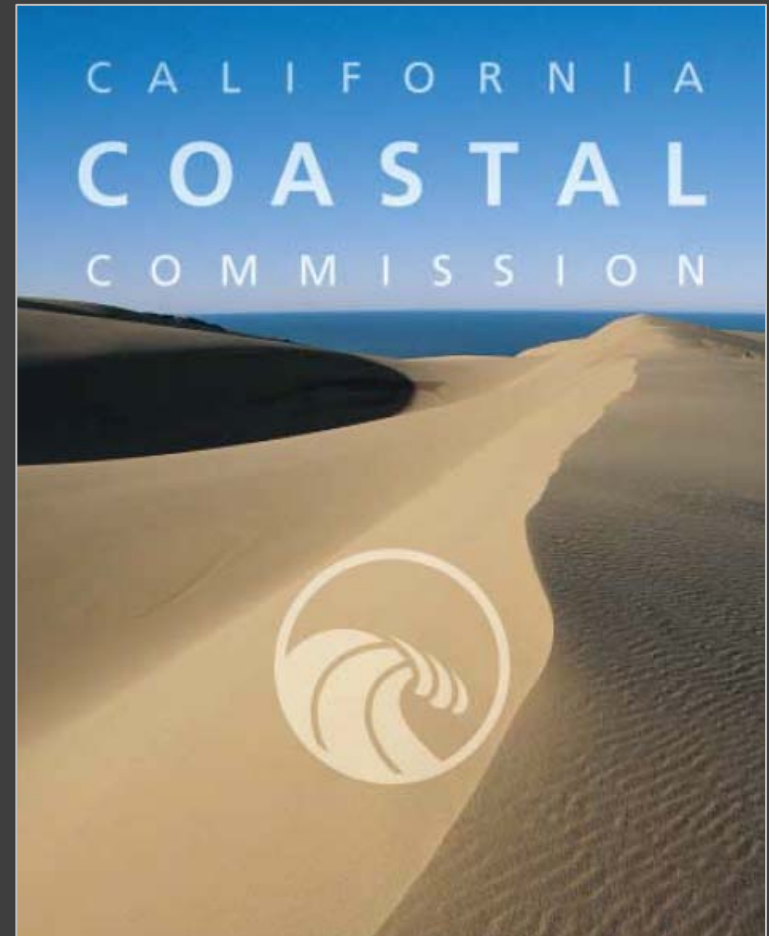
Land Use	Minimum Requirement
Retail Sales	1 per 250 sq. ft.
Food Service	1 per 30—50 sq. ft. of net public area, including outdoor dining areas, but excluding the first 25% or 1,000 sq. ft. of outdoor dining area, whichever is less.
Bars, Lounges, and Nightclubs	1 per each 4 persons based on allowed occupancy load
Financial institution and related service	1 per 250 sq. ft.
Offices—Business, Corporate, General, Governmental (non-medical)	1 per 250 sq. ft. net floor area (only applies to first 50,000 sq. feet and then changes)

How convenient is it to park in Corona del Mar?



California Coastal Commission

- Coastal zone overlaps with portion of study area (south/west of East Coast Highway)
- Changes to policies or management may require approval from Coastal Commission
- Key CCC concerns:
 - Preservation of public access
 - No exclusive access to residents
 - Nuisance issues regulated by local municipality

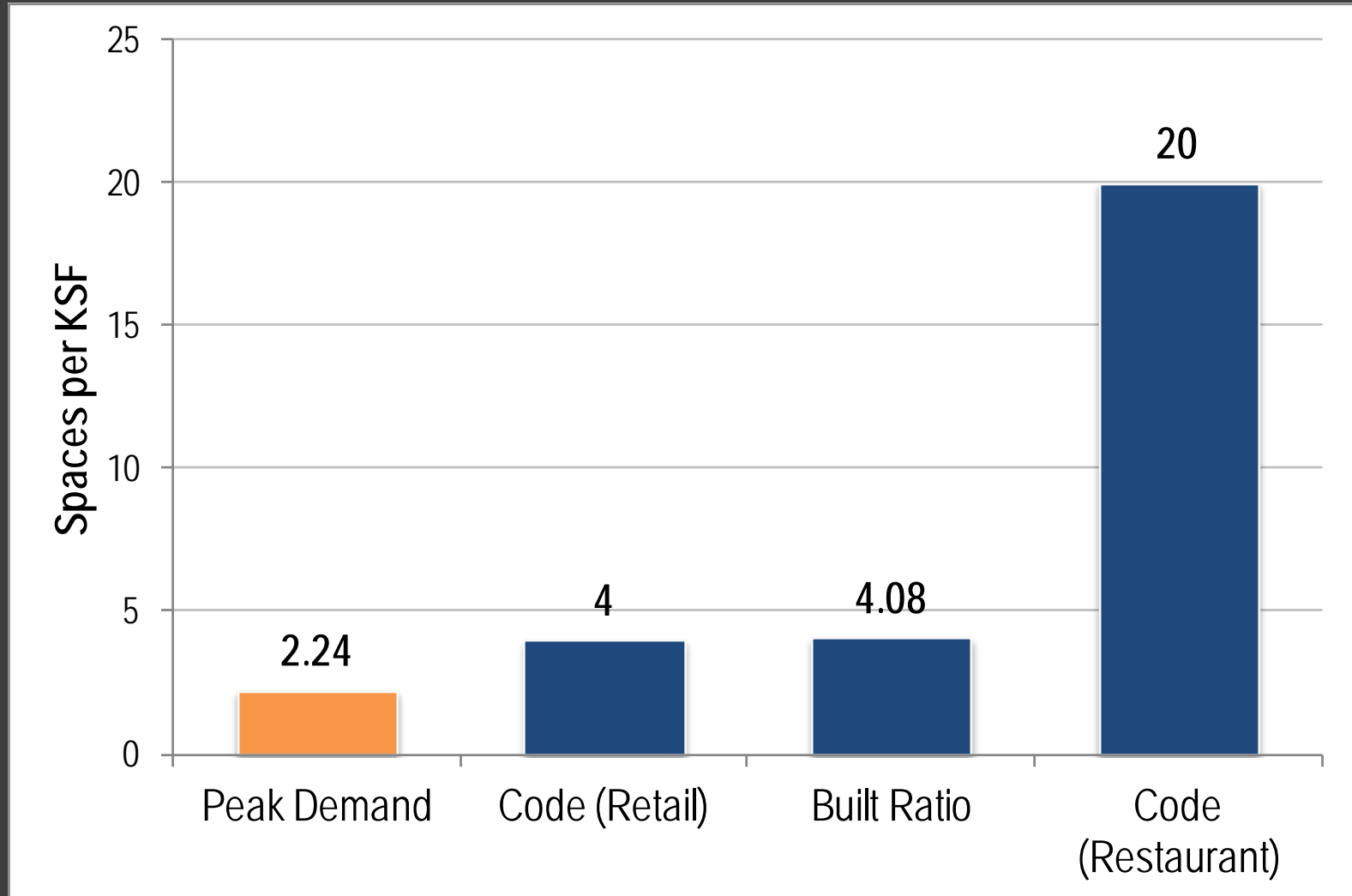


Where can I park my bike? Is it secure?



CURRENT + FUTURE DEMAND

Peak Demand vs. Code Requirements



Future Development

- Maximum buildable land = ~ 63k SF
 - 143 peak-hour vehicles
- 15 existing lots zoned for residential use
 - Potential loss of 344 parking spaces



SUMMARY OF KEY FINDINGS

Key Findings

- 3,400+ spaces, vast majority of which are **free** and **unregulated**
- Parking supply generally underutilized, even at peak hour
- “Pockets” of high demand exist

Key Findings

- City code does not encourage efficient use of supply through shared parking



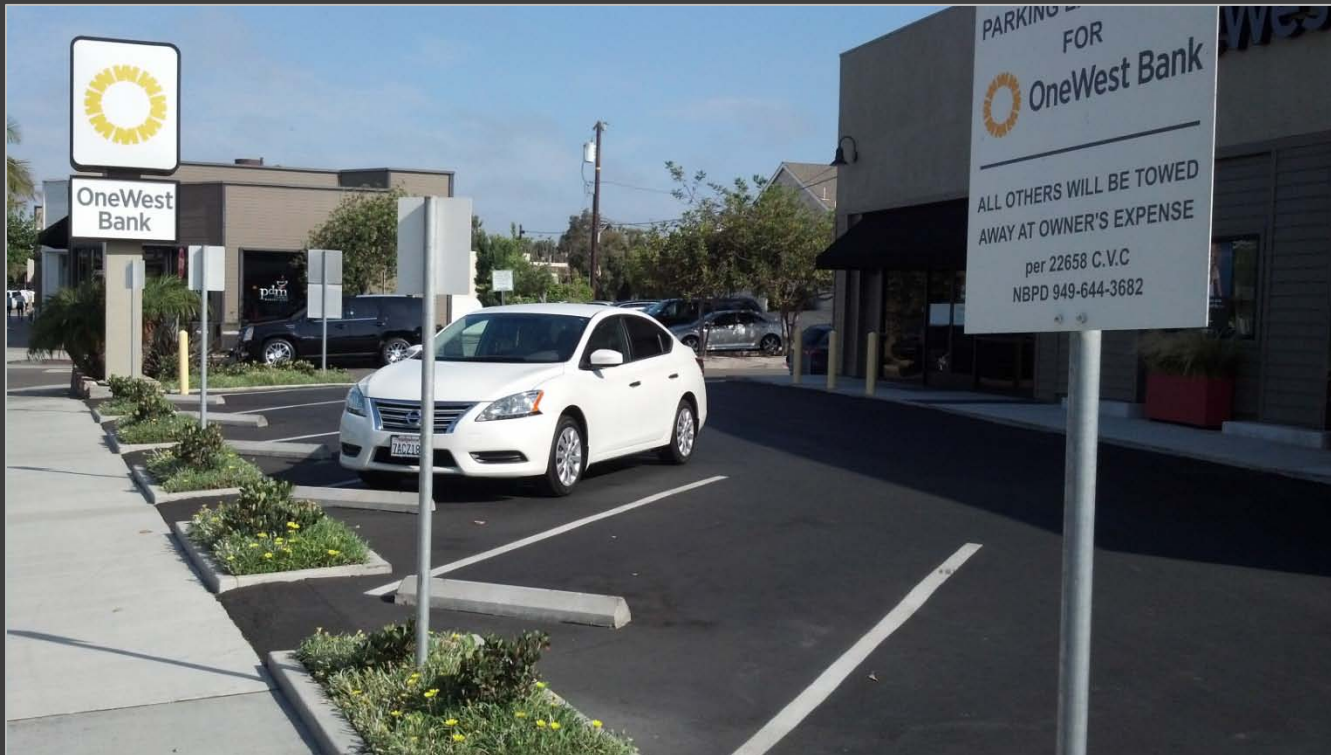
Key Findings

- Paid public lots + reserved private lots + free on-street parking = Excessive cruising and neighborhood spillover



Key Findings

- Data strongly suggests there is not a parking supply shortage, but rather a need for **enhanced management of existing supply**



Key Findings

- Peak demand is far below code requirements and built ratio of parking
- Even with maximum development, and assumption of NO additional parking, parking is available in future conditions

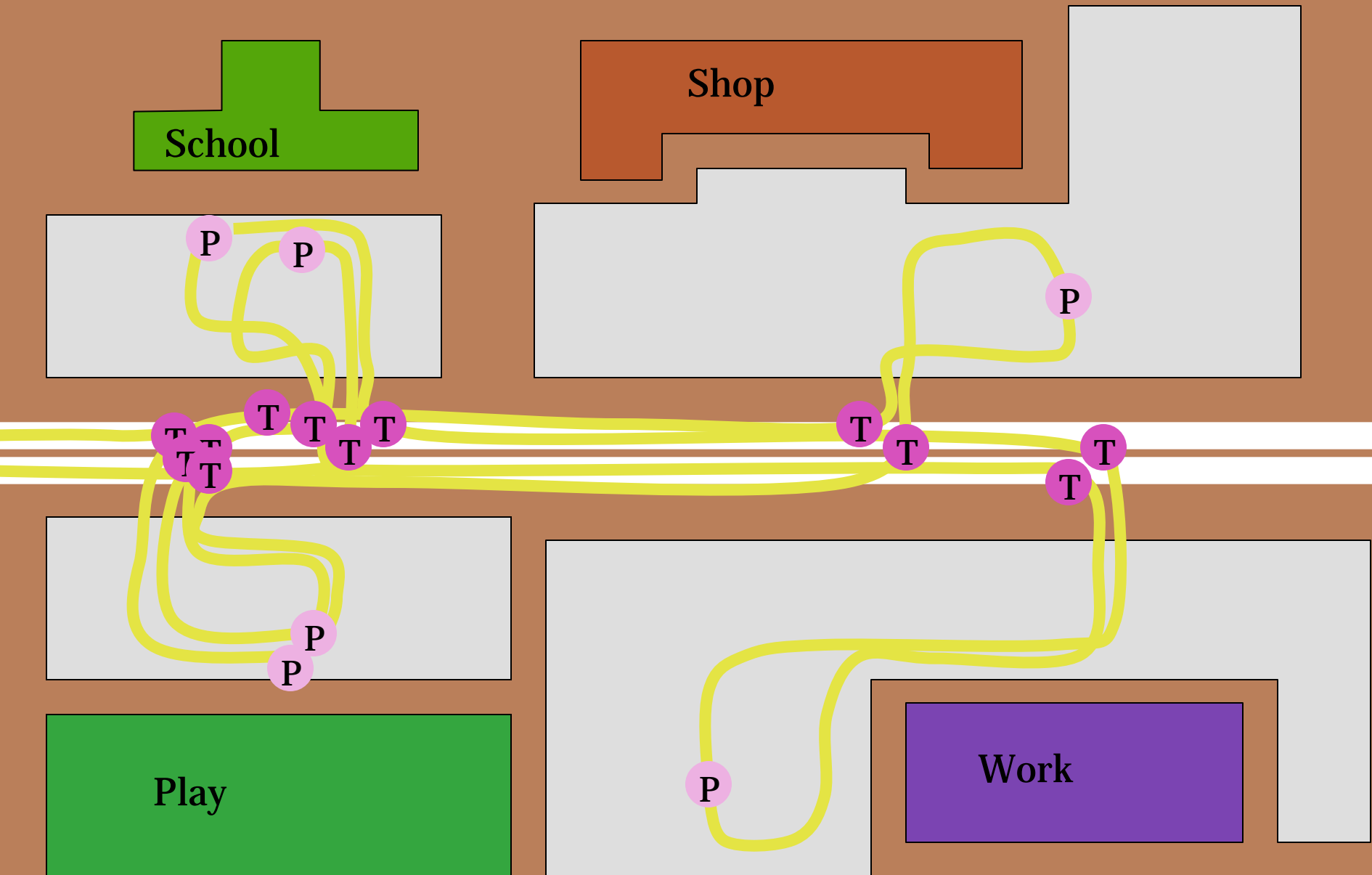


BEST PRACTICES

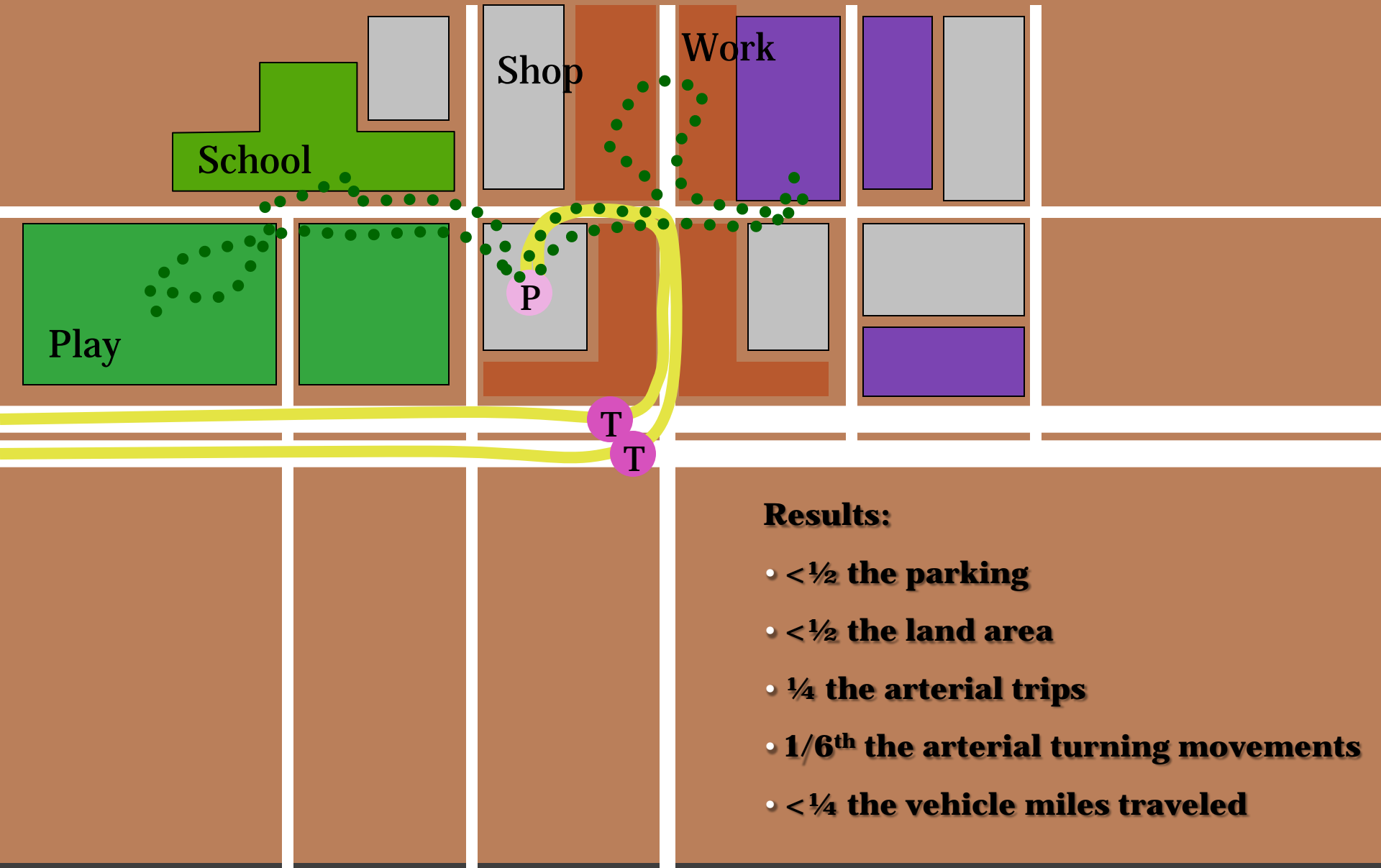
Is this the most efficient use of parking resources?



Conventional Development



Best Practice: Shared Parking

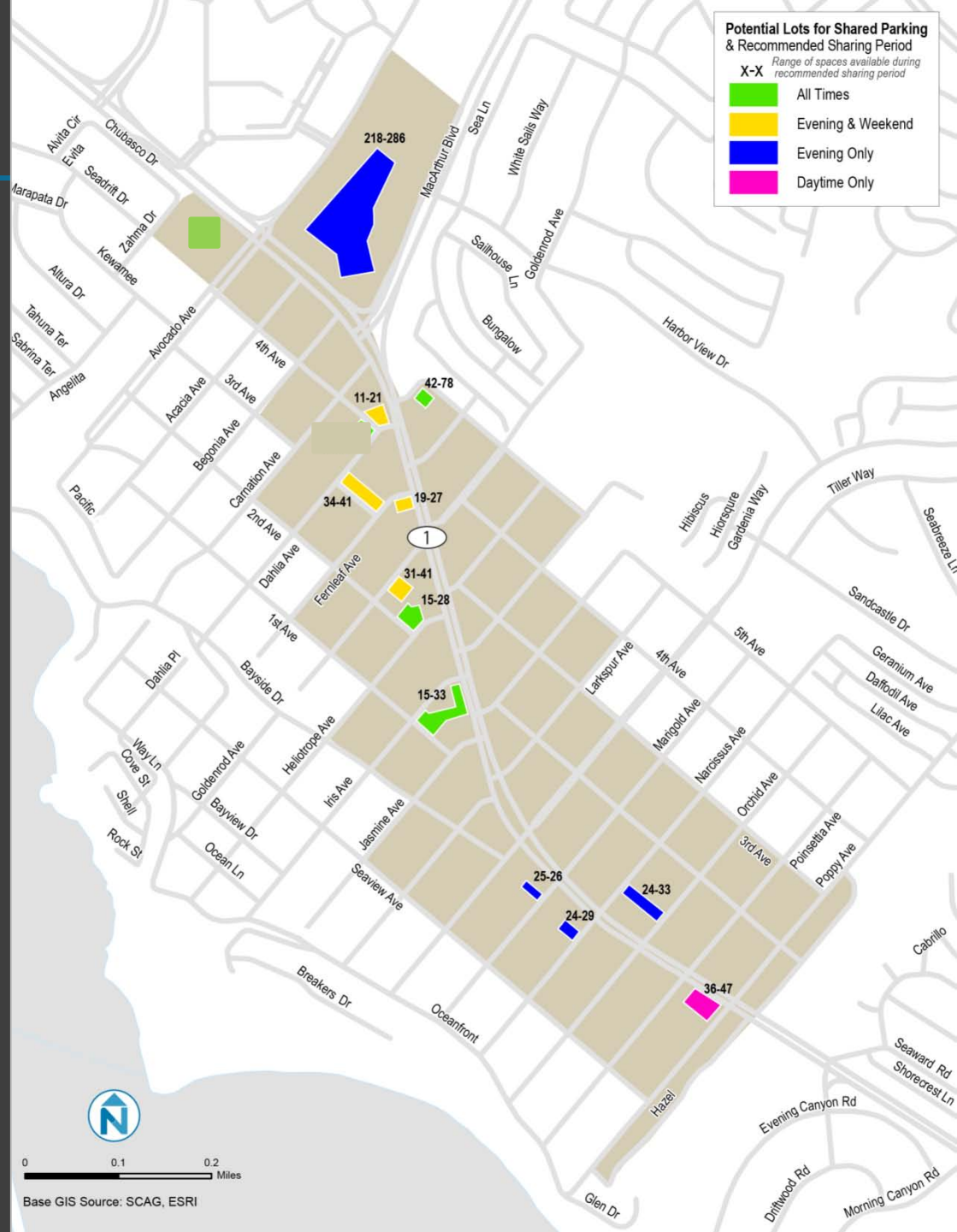


Results:

- $< \frac{1}{2}$ the parking
- $< \frac{1}{2}$ the land area
- $\frac{1}{4}$ the arterial trips
- $\frac{1}{6}^{\text{th}}$ the arterial turning movements
- $< \frac{1}{4}$ the vehicle miles traveled

Best Practice: Shared Parking

- ID potential lots via feasibility analysis
 - Size of lot
 - Current demand
 - Current use
 - Time of day
- 13 “feasible” lots
 - Minimum spaces available = **287**
 - Maximum spaces available = **616**
- Develop formal shared parking agreements with willing property owners



Minimum Parking Requirements

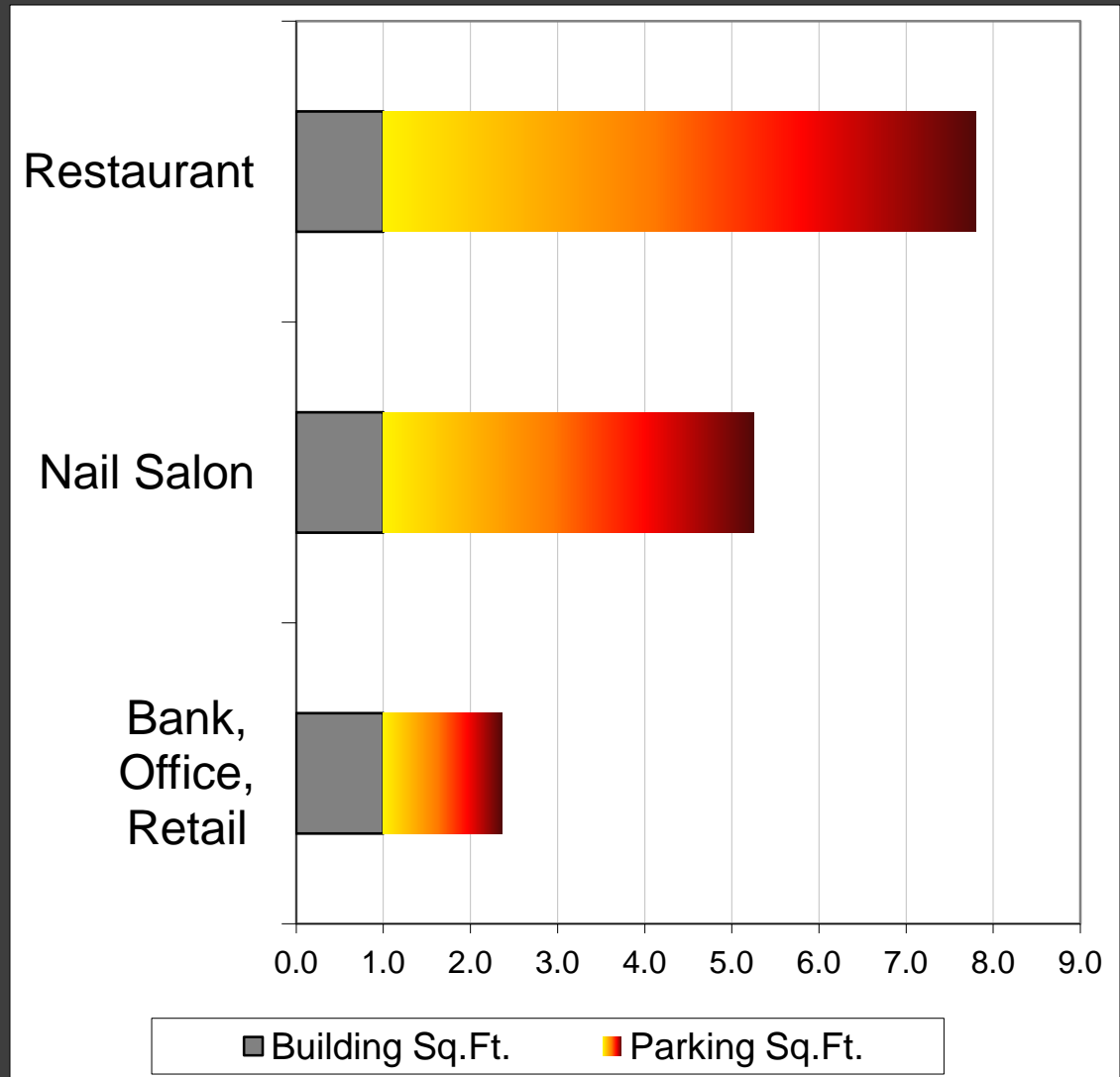
Purpose

- “*To reduce traffic congestion*”?
- In reality, minimum parking requirements *prevent spill-over parking problems*



Parking Consumes Large Amounts of Land

- If you require more than 3 spaces per 1,000 SF, you are requiring more parking than land use



Best Practice: Revise Parking Code

- **“Blended” non-residential rate**
- Lower non-residential parking rate → **2 per KSF**
- Institute a parking **in-lieu fee** to increase flexibility and fund local improvements
 - Shared parking
 - New parking construction
 - Valet/shuttle services
 - Bike parking
 - Wayfinding
 - TDM programs

Best Practice: Revise Parking Code

- **Shared parking** as of right
- Exemptions for **small add-ons**
- Exemptions for **small changes of use**
($<$ than 5k SF)
- Enhanced **bicycle parking** requirements





Where is the Parking Problem?

Streets = Free



Public Lots = \$1.50/hour
Private Lots = Reserved



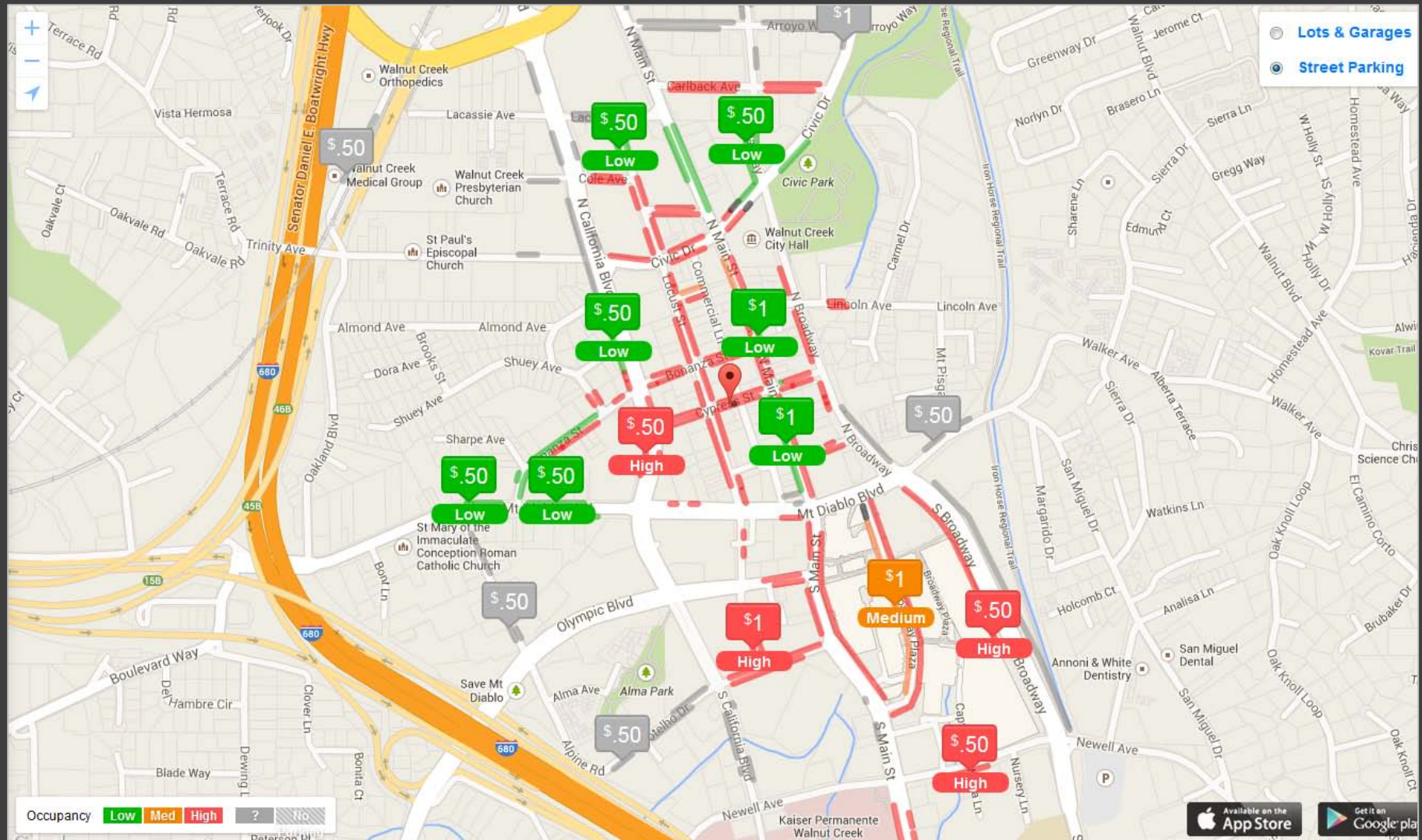
More off-street spaces cannot solve on-street parking shortages

Best Practice: Manage Parking Supply with Pricing

- Price most popular on-street spaces
 - No time limits
 - “Pay to stay”
 - Stay longer -> pay higher rate
- Make less convenient off-street lots less expensive or free
- Alternative
 - Increase time limits on East Coast Highway
 - Won’t prevent spillover, but may “capture” more parkers
 - Phasing possibility



Best Practice: Make it Convenient to Park



Real-time Availability in Downtown Walnut Creek, CA

Best Practice: Make it Convenient to Park



Blackberry,
iPhone and
Android apps
now available!

Parking will never
be the same.



Best Practice: Make it Convenient to Park



Best Practice: Manage Spillover with a Permit Program

- Offer a Residential Parking Permit program option
- Prioritize resident needs
- Allow short-term visitor parking
- Potential sale of limited spaces to non-residents



Best Practice: Reinvest Parking Revenue Locally

- Parking revenue should fund local improvements
 - Parking meter, RPP, in-lieu revenues
- Potential investments
 - Leasing of shared parking
 - New parking construction
 - Security / ambassadors
 - Street cleaning
 - Bicycle parking
- Create a Transportation Management Association (TMA)

The screenshot shows the homepage of the North Natomas Transportation Management Association (TMA) website. The header features the organization's logo, which includes a circular emblem with icons for a person walking, a car, a bus, and a bicycle, and the text "North Natomas Transportation Management Association". To the right of the logo is the tagline "POINTING YOU IN A NEW DIRECTION". Below the header, the date "August 2013" is displayed, along with a link to "Read more at www.nntma.org".

The main content area is divided into several sections. On the left, there is a "Quick Links" section with links to "About Us", "Shuttle", and "Bike". Below this is a "JOIN OUR EMAIL LIST!" button and a "Find us on Facebook" link. Further down is a "View our photos on shutterfly" link and a "Mission Statement" section. The "Mission Statement" reads: "The North Natomas Transportation Management Association fosters transportation behaviors that enhance our community through advocacy, programs, education, and services."

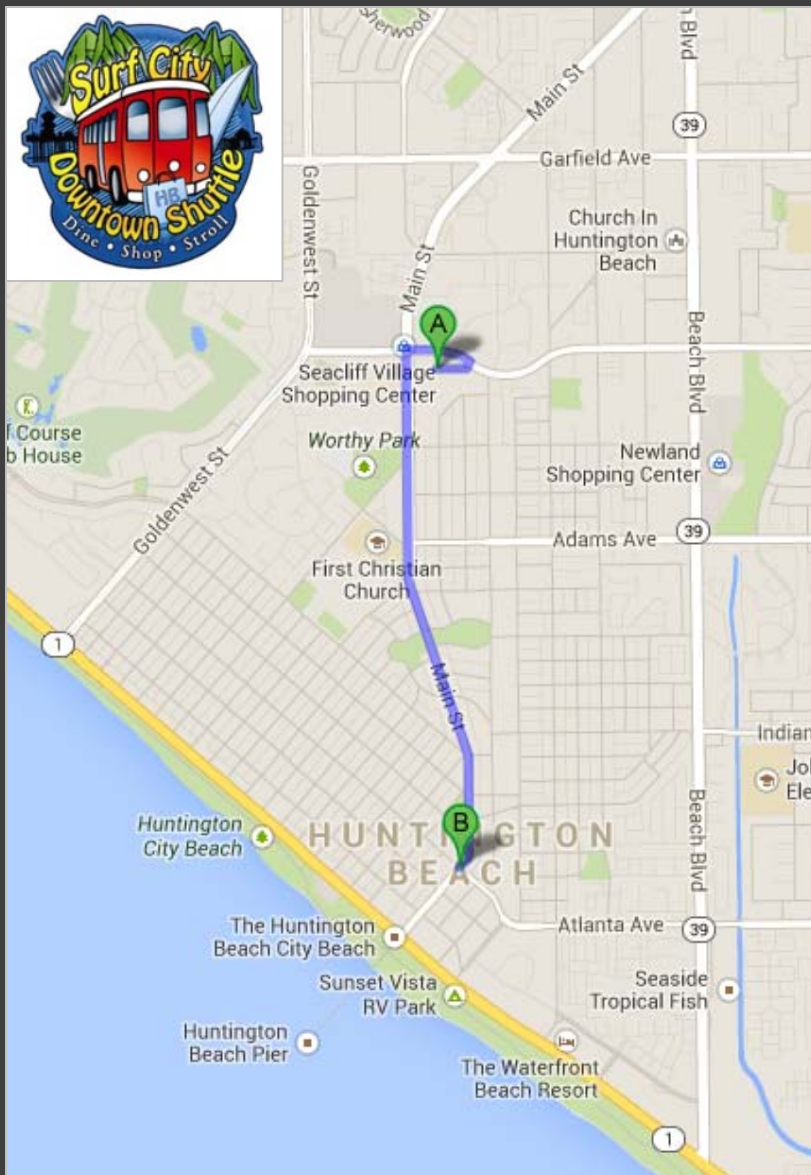
The central part of the page features a large photograph of a group of people on bicycles, with the caption "1960 Del Paso Road. Helmet, spare bike tube and water are required and cash is recommended for treats along the journey." Below the photo is a list of upcoming rides: "Davis to Winters, September 21st: 22 miles of quiet roads and farming country." and "West Sac Nugget Market, October 12th: 23 miles of river views and Nugget goodies." A link to "http://northnatomasma.org/bike/neighborhood_rides.asp" is provided for more details.

On the right side, there is a section titled "Catch a Neighborhood Ride Before They're All Gone" with a sub-header "If breeze on your face and endorphins in your blood sounds like your kind of fun, then join us on our last Neighborhood Rides of the season. It's not too late to meet new friends and torch a few hundred calories before it gets chilly. Check out our last two rides below and meet us before 8:30 a.m. at the NNTMA office located at 1960 Del Paso Road." Below this is a "Shuttle Holiday" section with the text: "This is just a reminder that both our office and the shuttle will be closed September 2nd, Monday in observance of the holiday. Please share the ride if you need to drive."

At the bottom right, there is a "Flyer Rewards Are Here!" section with the text: "While our shuttle is a literal 'pick-me-up,' the NNTMA's Flyer Rewards program offers another kind of pick-me-up: fun, free stuff just for riding! Starting in September, Flyer commuters can earn freebies on things they already love, like saving gas money and not driving in rush hour. Like last year, the promo" and a graphic for the "FLYER REWARDS ARE BACK!" program, which includes a bus and a yogurt container.

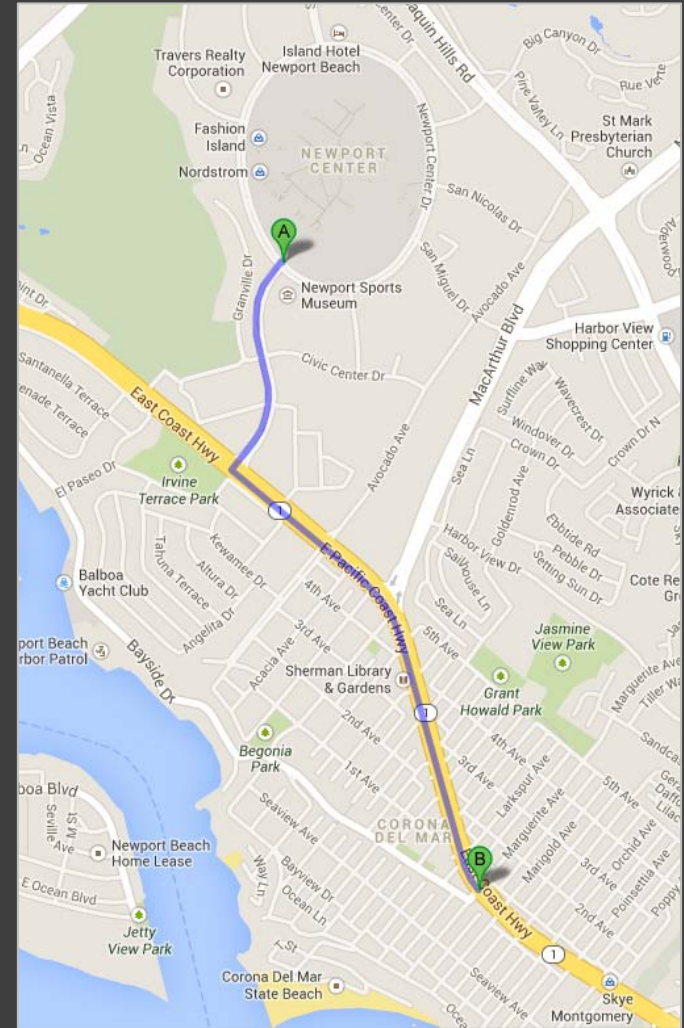
North Natomas TMA, Sacramento

Best Practice: Peak Period Remote Shuttles



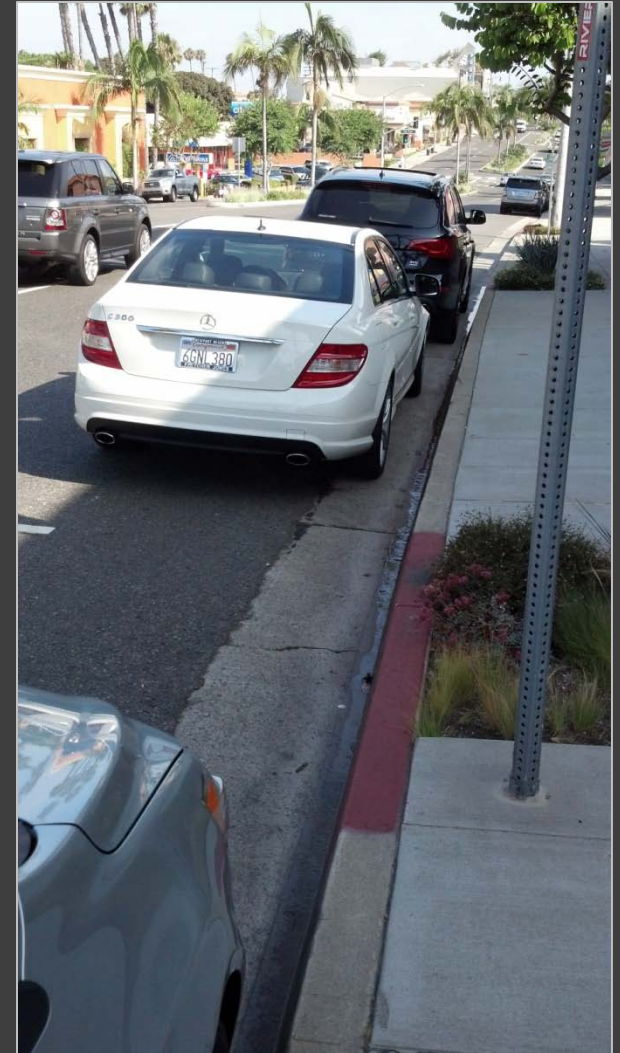
- Downtown to Civic Center (1.7 miles)
- May 18th – October 1st
- 10 AM – 10 PM
- Weekends, Holidays, Surf City Nights
- 15,500 passengers since 2010

Best Practice: Peak Period Remote Shuttles



Fashion Island (1.5 miles)

Best Practice: Restripe Existing Supply





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